1. (Currently Amended) A method of providing an advertisement to a user over the Internet, comprising the steps of:

obtaining, at a user computer, from ~~a first~~ an advertisement control server a plurality of web page URLs and associated advertisement information for each of the web page URLs, said advertisement information including an address at which associated advertisement data for the advertisement is stored on an advertisement server, and storing said advertisement information in a local storage on the user computer;

detecting an URL that the user enters on a web browser;

retrieving from the local storage the advertisement information associated with the detected URL;

reading from ~~a second~~ the advertisement server the associated advertisement data at the advertisement address included in the retrieved advertisement information, and providing the associated advertisement data from the advertisement server to the user computer over the Internet; and

displaying the associated advertisement data in accordance with the advertisement information.

2. (Currently Amended) A method of providing an advertisement to a user over the Internet, comprising the steps of:

obtaining, at a user computer, from ~~a first~~ an advertisement control server a plurality of web page URLs and search keywords and associated advertisement information for each of the web page URLs and the search keywords, said advertisement information including an address at which associated advertisement data for the advertisement is stored on an advertisement server, and storing said advertisement information in a local storage on the user computer;

detecting an URL and a search keyword that the user enters on a web browser;

retrieving from the local storage the advertisement information associated with the detected URL and the search keyword;

reading from ~~a second~~ the advertisement server the associated advertisement data at the advertisement address included in the retrieved advertisement information, and providing the associated advertisement data from the advertisement server to the user computer over the Internet; and

displaying the associated advertisement data in accordance with the advertisement information.

3. (Original) The method of claim 1, wherein said step of storing comprises the step of representing the web page URLs using regular expressions.

4. (Original) The method of claim 2, wherein said step of storing comprises the step of representing the web page URLs and the search keywords using regular expressions.

5. (Original) The method of Claim 1, wherein the advertisement information includes information on an effective display period of time and display location information of the advertisement.

6. (Currently Amended) The method of Claim 5, wherein said step of displaying further comprises the step of <u>checking a validity of the advertisement by</u> determining if the effective display period of time for the advertisement to be displayed has expired.

7. (Original) The method of Claim 5, wherein said step of displaying further comprises the step of determining if the advertisement will be displayed within a web browser or outside the web browser, based on the display location information.

8. (Currently Amended) The method of Claim 1, wherein the ~~first~~ <u>advertisement control</u> server and the ~~second~~ <u>advertisement</u> server are the same server.

9. (Currently Amended) System for providing an advertisement to a user over the Internet, having a user computer including a CPU and a memory, comprising:

a storing operation unit which operates the CPU to obtain from ~~a first~~ an advertisement control server a plurality of web page URLs and associated advertisement information for each of the web page URLs, said advertisement information including an address at which associated advertisement data for the advertisement is stored on an advertisement server, and to store said advertisement information in the memory;

a detecting operation unit which operates the CPU to detect an URL that the user enters on a web browser;

a retrieving operation unit which operates the CPU to retrieve the advertisement information associated with the detected URL from the memory; and

a displaying operation unit which operates the CPU to read from ~~a second~~ the advertisement server the associated advertisement data at the advertisement address included in the retrieved advertisement information, to provide the associated advertisement data to the user computer over the Internet, and to display the advertisement.

10. (Currently Amended) System for providing an advertisement to a user over the Internet, having a <u>user</u> computer including a CPU and a memory, comprising:

a storing operation unit which operates the CPU to obtain from a~~ first~~ <u>an</u> <u>advertisement control</u> server a plurality of web page URLs and search keywords and associated advertisement information for each of the web page URLs and the search keywords, said advertisement information including an address at which associated advertisement data <u>for the advertisement</u> is stored <u>on an advertisement</u> <u>server</u>, and to store said advertisement information in the memory;

a detecting operation unit which operates the CPU to detect an URL and a search keyword that the user enters on a web browser;

a retrieving operation unit which operates the CPU to retrieve the advertisement information associated with the detected URL and the search keyword from the memory; and

a displaying operation unit which operates the CPU to read from a~~ second~~ <u>the advertisement</u> server the associated advertisement data at the advertisement address included in the retrieved advertisement information<u>, to provide the</u> <u>associated advertisement data to the user computer over the Internet,</u> and to display ~~them~~ <u>the advertisement</u>.

11. (Original) The system of claim 9, wherein the web page URLs are represented by regular expressions.

12. (Original) The system of claim 10, wherein the web page URLs and the search keywords are represented by regular expressions.

13. (Original) The system of Claim 9, wherein the advertisement information includes information on an effective display period of time and display location of the advertisement.

14. (Currently Amended) The system of Claim 13, wherein said displaying operation unit further comprises a determining operation unit which operates the CPU to check a validity of the advertisement by ~~determine~~ determining if the effective display period of time for the advertisement to be displayed has expired.

15. (Original) The system of Claim 13, wherein said displaying operation unit further comprises a location-determining operation unit which operates the CPU to determine if the advertisement will be displayed within a web browser or outside the web browser, based on the display location information.

16. (Currently Amended) The system of Claim 9, wherein the ~~first~~ advertisement control server and the ~~second~~ advertisement server are the same server.

17. (Currently Amended) A computer-readable medium having stored thereon program instructions executable by a computer to perform a method of providing an advertisement to a user over the Internet, the method comprising the steps of:

obtaining, at a user computer, from ~~a first~~ an advertisement control server a plurality of web page URLs and associated advertisement information for each of the web page URLs, said advertisement information including an address at which associated advertisement data for the advertisement is stored on an advertisement server, and storing said advertisement information in a local storage on the user computer;

detecting an URL that the user enters on a web browser;

retrieving from the local storage the advertisement information associated with the detected URL;

reading from ~~a second~~ the advertisement server the associated advertisement data at the advertisement address included in the retrieved advertisement information, and providing the associated advertisement data from the advertisement server to the user computer over the Internet; and

displaying the associated advertisement data in accordance with the advertisement information.

18. (Currently Amended) A computer-readable medium having stored thereon program instructions executable by a computer to perform a method of providing an advertisement to a user over the Internet, the method comprising the steps of:

obtaining, at a user computer, from a first an advertisement control server a plurality of web page URLs and search keywords and associated advertisement information for each of the web page URLs and the search keywords, said advertisement information including an address at which associated advertisement data for the advertisement is stored on an advertisement server, and storing said advertisement information in a local storage on the user computer;

detecting an URL and a search keyword that the user enters on a web browser;

retrieving from the local storage the advertisement information associated with the detected URL and the search keyword;

reading from a second the advertisement server the associated advertisement data at the advertisement address included in the retrieved advertisement information, and providing the associated advertisement data from the advertisement server to the user computer over the Internet; and

displaying the associated advertisement data in accordance with the advertisement information.

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